

A M E N D M E N T S T O T H E C L A I M S

1. (CURRENTLY AMENDED) A game system for providing a local edition of an online game, the game system comprising:

a game device;

a game server in communication with the game device, the game server comprising:

a processor, and

a storage device in communication with the processor, the storage device storing instructions adapted to be executed by the processor for:

receiving from the game device an indication of a geographic location;

determining geographic data about a prize sponsor;

determining game content based on the geographic location and the geographic data about the prize sponsor;

transmitting the game content to the game device;

determining at least one prize to offer a player based on the geographic location;

prior to initiating play of a local edition of an online game including the game content, displaying to the player the at least one prize;

prior to initiating play of the local edition of the online game, receiving an indication of a selection by the player of a prize, from the at least one displayed prize, that the player will play for; and

initiating play of the local edition of the online game,

in which play comprises providing the player a first question about the prize selected by the player that the player will play for and

a second question about at least one prize that the player did not select to play for.

2. (ORIGINAL) The game system of claim 1, further comprising:
 - a second storage device in communication with the game server, the second storage device storing data that identifies a plurality of prize sponsors,
 - in which each prize sponsor of the plurality of prize sponsors is associated with respective geographic data, and
 - in which each prize sponsor of the plurality of prize sponsors is associated with at least one respective prize
3. (ORIGINAL) The game system of claim 1, in which determining the at least one prize to offer the player comprises:
 - identifying a local prize sponsor from the plurality of prize sponsors based on the geographic location and the respective geographic data associated with each prize sponsor; and
 - determining a prize to offer the player,
 - in which the prize is associated with the local prize sponsor.

4. (CURRENTLY AMENDED) A method comprising:
- receiving information about a plurality of merchants, each merchant being associated with respective first geographic data;
 - determining second geographic data that is associated with a user;
 - determining a set of local products based on the first geographic data and the second geographic data;
 - generating a local edition of a game, the local edition including a representation of at least one local product from the set of local products;
 - determining a measure of performance of the user in the game;
 - determining, based on the measure of performance, whether to provide the user with at least one entitlement; and
 - prior to generating the local edition of the game, receiving an indication of a selection by the user of at least one entitlement,
 - in which each at least one selected entitlement is associated with a respective local product from the set of local products,
 - in which the local edition of the game comprises providing the user a first question about at least one entitlement selected by the player and a second question about an entitlement that the user did not select.

5. (CURRENTLY AMENDED) A method comprising:
- determining geographic data that is associated with a user;
 - determining at least one game element based on the geographic data;
 - prior to initiating a game including the at least one game element,
 - transmitting to the user an indication of a plurality of retail entitlements;
 - prior to initiating the game, receiving an indication of a selection by the user of at least one retail entitlement that the user will play for;
 - initiating the game for the user, the game including the at least one game element,
 - in which the game comprises providing the user a first question about a retail entitlement selected by the player to play for and a second question about a retail entitlement, of the plurality of retail entitlements, that the player did not select to play for;
 - determining a measure of performance of the user;
 - determining whether to provide at least one retail entitlement to the user based on the measure of performance; and
 - providing the user with at least one retail entitlement.
6. (ORIGINAL) The method of claim 5, in which determining the measure of performance of the user comprises:
- increasing the measure of performance based on play of the game by the user.

7. (ORIGINAL) The method of claim 5, in which determining the measure of performance of the user comprises:

decreasing the measure of performance based on play of the game by the user.

8. (ORIGINAL) The method of claim 5, further comprising:

displaying an indication of the measure of performance to the user.

9. (ORIGINAL) The method of claim 5, in which displaying the indication of the measure of performance comprises:

displaying the measure of performance using a price meter.

10. (ORIGINAL) The method of claim 5, in which the measure of performance comprises a credit amount.

11. (ORIGINAL) The method of claim 5, in which the measure of performance comprises a price.

12. (ORIGINAL) The method of claim 5, further comprising:

determining a purchase amount for the at least one retail entitlement; and
receiving the purchase amount from the user.

13. (ORIGINAL) The method of claim 12, in which determining the purchase amount comprises:

determining the purchase amount based on the measure of performance.

14. (ORIGINAL) The method of claim 12, in which determining the purchase amount comprises:

determining a target price; and
subtracting the measure of performance from the target price to determine the purchase amount.

15. (ORIGINAL) The method of claim 5, in which the at least one game element comprises at least one of:

an indication of a merchant,
a representation of a product,
a price of a product,
a question about a price of a product, and
an indication of a location of the user.

16. (ORIGINAL) The method of claim 4, further comprising:
determining a plurality of offers based on the geographic data.

17. (ORIGINAL) The method of claim 5, further comprising:
transmitting respective indications of a plurality of products to the user.

18. (ORIGINAL) The method of claim 5, further comprising:
displaying a showcase of prizes to the user.

19. (ORIGINAL) The method of claim 18, in which displaying the showcase comprises:

displaying the showcase of prizes to the user after play of the game is completed.

20. (ORIGINAL) The method of claim 5, in which determining whether to provide at least one retail entitlement to the user comprises:

determining, based on the measure of performance, how many retail entitlements the user is eligible to receive.

21. (ORIGINAL) The method of claim 5, further comprising:

receiving a payment from the user in exchange for the at least one retail entitlement.

22. (ORIGINAL) The method of claim 5, further comprising:

determining an amount to charge the user for the at least one retail entitlement.

23. (ORIGINAL) A computer-readable medium storing instructions configured to direct a processor to perform the method of claim 5.

24. (ORIGINAL) An apparatus comprising:

a processor; and

the computer readable medium of claim 23 in communication with the processor.

25. (CURRENTLY AMENDED) A method comprising:
- determining geographic data that is associated with a player;
 - determining a plurality of prizes based on the geographic data;
 - prior to initiating a game, transmitting to the user an indication of the plurality of prizes;
 - prior to initiating the game, receiving an indication of a selection by the player, from the plurality of prizes, of at least one prize that the player will play for;
 - initiating the game,
 - in which the game comprises providing the player a first question about a prize selected by the player that the player will play for and a second question about a prize that the player did not select to play for;
 - determining a measure of performance of the player in the game;
 - determining, based on the measure of performance, whether to allow the player to select at least one prize from the at least one prize that the player selected to play for; and
 - receiving an indication of a selection by the player of at least one prize from the at least one prize that the player selected to play for.
26. (ORIGINAL) The method of claim 25, further comprising:
- transmitting redemption information to the customer, the redemption information including an indication of the selected at least one prize.
27. (ORIGINAL) The method of claim 26, in which the redemption information comprises information about a printable certificate.

28. (ORIGINAL) The method of claim 26, in which the redemption information comprises a prize code.
29. (ORIGINAL) The method of claim 26, further comprising:
storing an indication of issuance of the at least one prize to the customer.
30. (ORIGINAL) The method of claim 26, further comprising:
receiving a request from a merchant to validate a retail entitlement.
31. (ORIGINAL) The method of claim 30, further comprising:
determining whether the retail entitlement is valid.
32. (ORIGINAL) The method of claim 31, further comprising:
transmitting to the merchant a signal that indicates whether the retail entitlement is valid.
33. (CURRENTLY AMENDED) A method comprising:
determining location data that is associated with a user;
determining at least one game element based on the location data;
prior to initiating a game for the user including the at least one game element, transmitting to the user an indication of a plurality of retail entitlements;
prior to initiating the game, receiving an indication of a selection by the user of at least one retail entitlement that the user will play for;
initiating the game for the user, the game including the at least one game element,
in which the game comprises providing the user a first question about a retail entitlement selected by the user that the user will play for and a

second question about a retail entitlement that the user did not select to play for;
determining a measure of performance of the user;
determining a purchase amount of at least one retail entitlement based on the measure of performance; and
providing the user with a certificate associated with the at least one retail entitlement in exchange for the purchase amount, in which the certificate is redeemable by the user at a merchant.

34. (CURRENTLY AMENDED) A method comprising:
determining geographic data that is associated with a user;
determining a plurality of local merchants based on the geographic data;
determining a measure of performance of the user in a game;
determining, based on the measure of performance, whether to allow the user to select at least one retail entitlement; and
prior to initiating the game for the user, receiving an indication of a selection by the user of at least one retail entitlement,
in which each at least one retail entitlement selected by the user is associated with a respective local merchant of the plurality of local merchants,
in which the game comprises providing the user a first question about a retail entitlement selected by the user and a second question about a retail entitlement that the user did not select.